CANADIAN MOVING PICTURE

Digest

RAY LEWIS
EDITOR AND
PUBLISHER
HERMANT BLDG.
21 Dundas Square
TORONTO

FORTIETH YEAR OF PUBLICATION 1915-54

Published by CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

VOL. 46, NO. 17 TORONTO, ONTARIO, CANADA MAY 1, 1954

DR. A. W. TRUEMAN

Highlights of the Annual National Film Board Report

If you are in doubt as to what the National Film Board does throughout the year, analyse the Highlights of the 1952-3 Report, on the year's activities and achievement, and you will find some astonishing figures. The purpose, or shall we say objective of the Canadian Government, in respect to the National Film Board, is that the N.F.B. shall not make money, which does not mean, that it shall lose money.

If you read the Highlights, you will note that the Report shows a surplus.

The Report was presented by Dr. A. W. Trueman, Government Film Commissioner, and Chairman of the National Film Board.

The Report is presented to The Honorable Walter E. Harris, Minister of Citizenship and Immigration.

The National Film Board is to be congratulated and highly commended, for some outstanding Short Subjects which it has produced, and for which it won National and International awards and honors.

Columbia Pictures distribute a series of N.F.B. Short Subjects in Canada.

Highlights

The Board completed a total of 214 film projects, compared to 213 in 1951-52. Of these, 143 were completed films, compared to 134 in 1951-52.

The Board placed contracts and purchases totalling $411,372 with commercial film companies. The previous year's figure was $291,000.

The laboratory processed 12,136,711 feet of film, an increase of 13 per cent over the previous year.

The Board produced 90 filmstrips.

Theatrical bookings of NFB films in Canada and abroad totalled 25,504, compared to 18,020 in 1951-52.

Non-theatrical audiences for NFB films in Canada totalled 13,250,227 compared to 11,610,232, an increase of 14.1 per cent.

Non theatrical audiences for NFB films in other countries totalled 11,072,210, compared to 11,111,976, a decrease of 0.3 per cent.

Editions of newsreels using NFB material in Canada and abroad (including TV) rose from 289 in 1951-52, to 514, an increase of 78 per cent.

Television bookings in Canada (eight months only) and abroad totalled 2,028, compared to 2,401 the previous year.

NFB projects won 33 honors in Canadian and international competitions during the year, among them the Hollywood Academy of Motion Picture Arts and Sciences "Oscar" for the year's best documentary short and the British Film Academy "Oscar" for the best documentary film of 1952.

Staff at the end of the fiscal year totalled 533 compared to 543 at the end of the previous year.

The Board's total income was $3,995,383, compared to $3,511,465 the previous year. Of the total, $2,919,779 was a direct vote of Parliament, $780,883 was from sales to Government departments and $344,721 from other sources. Surplus transferred to the Receiver General was $112,102, compared to $35,377 in 1951-52.

Arthur M. Loew, President of Loew's International said, "negotiations have been completed whereby Warner Bros., will join MGM and Paramount in using the Perspecta Stereophonic Sound System in all of its productions."

VANCOUVER NEWS

By JACK DROY

Jack Labow, Canadian General Manager for RKO is here on his first visit since his promotion, getting acquainted with the trade here and briefing Jimmy Davie, his local manager on there coming line up of pictures.

The Surrey Drive-in near White Rock is installing the first DayLite screen in the Western provinces. Perkins Electric are doing the job which calls for the projection booth behind the screen with a 60-foot throw.

Boosting of Canadian postage rates now 2c higher than the U-S will further put up the overhead of the theatres, distributors and suppliers.

George Brewerton, manager of the east-side REX, is presenting a Search for Talent show on the stage each Wednesday. It is increasing his grosses.

MR. EXHIBITOR

! ! ! !

We now have a library of good 40-second sound trailers (adfilms) for 32 different business classifications, covering every type of merchant in your town.

We can tie in the merchant's name, slogan, etc., with appropriate voice message and **SELL** this service for you **LOCALLY** and **PROFITABLY** in English or French.

Our trailers run a full week in each theatre at every performance and we have enough **DIFFERENT** subjects to give a maximum 26-week program during the year.

For **CONSISTENT** extra revenue—at no extra cost

Write, wire or phone

FRED T. STINSON
General Manager

ADFILMS LIMITED

77 York Street
Toronto, Ont. EM. 8-8986

TRADE *headlines*

The third annual session of the International Popcorn Association, Canadian Regional, will be held at the King Edward Hotel, May 28th, Toronto. Co-chairmen will be Jack Fitzgibbons and Syd Spiegel.

●

The total of U.S. Drive-Ins is 4,620. U.S. exhibitors put into construction 751 Drive-Ins in a period of 14 months ending this March and spent $63,200,000. Total car capacity 2,029,908.

●

Allied States Association's leaders are urging members to guarantee independent product made by Hal R. Makelim, one picture a month, 2,500 bookings.

●

Thirty years ago the Motion Picture Theatre Owners tried to get its members to give Independents bookings. "Play-Dates for Independents" was the slogan. It cost Universal $50,000 and Columbia $25,000 to campaign the slogan. Did the M.P.T.O.A. members produce the play-dates? They did not.

●

If advice is any good to producer Hal R. Makelim, get the money to produce your twelve pictures, if they are good Allied members and other exhibitors will give you play-dates. If they are not, Allied members will not give you any play-dates. No play-dates who pays the bank, the loan?

●

The history of the First National might be valuable reading to Allied States leaders and members. Exhibitors bought a franchise for their respective theatres and paid top prices for product.

●

Allied States Association appears to be running out of good ideas. The production plan, as proposed, is economically unsound. Someone is going to be broke.

●

Monty Hall, received the Heart Award from Variety Club, Tent 28, Toronto, Tuesday, April 27th.

●

Sir Alexander King, famous Scottish exhibitor organized and led the CEA's Tax Committee to a successful finish. Tax remission under new budget schedule. British and American Executives offer congratulations.

●

Arthur M. Loew, vice-president of Loew's International said, "Discussions are under way with RKO, Universal, and Columbia, for their use of Perspecta Sound, and by the end of the year more than 4,500 theatres throughout the United States will be equipped for the new sound system."

Ray Presents

I WAS looking at my garden, and it made me think of The Glenn Miller Story. There was a tenderness in the atmosphere, with everything so young and gentle. The love-story in The Glenn Miller Story has that quality.

The tiny blades of grass, in the garden, the birds on the trees, and on the berry bushes, had a quiet air about them. The Sun was still gentle in its heat, as if conscious that the resurrected and young life, was still too young for too much warmth.

As I read of the Glenn Miller Story going into its ninth week, at Loew's Uptown, Toronto, I had an affectionate glow of thought for the people of the world, with whom I had been a bit angry.

Angry on account of the Hydrogen Bomb and the talk about a Nitrogen Bomb, angry because of the story about the Hydrogen Bomb, doing things which were unexpected, getting out of hand.

ANGRY because of the radioactive effect thousands of miles away, and the disclosure of the jet stream of air 20,000 feet up, and what could happen if the jet stream carried particles of dust from The Bomb.

I was angry when I read of the pock-marked windshields, of millions of dead fish lining the shores of lakes, for which was given some excuse, and which made me wonder how many fish were dead in the Pacific!

I was more angry, when I read of the attempts to "hush, hush," any accusations against the Hydrogen Bomb, and my anger was growing in intensity, when I read that there were some in power, who looked on Oppenheimer's advice, not to make the Hydrogen Bomb, as an evidence of his disloyalty, an act of treason, which he had committed against the United States! It recalled the heresy charges against Jeanne D'Arc.

I HAVE been angry at Senator Joe McCarthy's grandstand horseplay for a considerable time, for he is sidetracking the great objective of Peace in our Time, which peace could be as a Living Testimonial of our sincerity, bequeathed to our children.

What is the matter with the brain-power, the sincerity of some of the wise men of the World, who have seen the devastation which wars bring to people, and to property, the degradation of Human Rights which occurs, the spoiled Spoils of such Conflicts, that these people cannot convince each other of the Futility of Wars and the Benefits of Peace!

IS Evil so glib of tongue, and are its Ambassadors, the men and women, who wear the insignia of profound learning, and who continually use the alibi, "we cannot stop the March of Progress?"

Is the destruction of life, evidence of Progress? Have we learned to climb to fantastic heights, beyond the ceiling of the clouds, penetrating into No Man's Land of the Heavens, to drop bombs on the earth! Is this Progress of Science?

I was very, very angry at people, for their apathy, for their cruelty, for their destructive ambition: and I wondered what God Would Do To Us, for our Great Sin, the Sin which is not exclusively scientific, nor the Sin of Physicists, whom we wall-in and to whom we dictate, "Create Death."

I THOUGHT of what the Atom Bomb had done, the dead, the wounded, the living-dead. I thought of Governor Thomas E. Dewey, who signed the New York State film censorship bill on April 12, 1954.

I was not angry at the signing, but I was red in the face at the Unjust Smear.

In defining an "immoral film," the definition, which I quote, is as follows, "the dominant purpose or effect of which is erotic or pornographic, or which portrays acts of sexual immorality, perversion of lewdness, or which expressedly or impliedly presents such acts as desirable, acceptable, or proper patterns of behavior!"

THERE is, also, the classification, "incite to crime," and this is defined as follows, "the dominant purpose and effect of which is to suggest that the commission of criminal acts or contempt of law is profitable, desirable, acceptable or respectable behavior; or which advocates or teaches the use of narcotics or habit-forming drugs."

The definitions are a base libel against the Motion Picture Industry, for no pictures, which come within such definitions would get to first base with the Industry's Code; and in all the forty years of my association with Motion Pictures, and among the thousands of pictures which I have seen, not one have I seen with or without a seal, which taught, that the Prostitution of Sex, was desirable, nor that Crime was a desirable vocation or pursuit.

I DO not ignore the baseness in the makeup of some human beings, look at the filthy white slavers, and the double filthy dope peddlers, but that kind of Trading is not sold in our Theatres and upon our Screens.

Let those, who gave Governor Thomas E. Dewey the "definitions" name the pictures which they have seen, to which these "definitions" could be applied.

The new bill is the result of the recent Supreme Court descisions, which attacked the "vagueness" of the term "immoral." Now, all that I have to see, is a Newsreel, showing Governor Dewey signing this Libellous Bill of Definitions, presented on our Screen, to make me turn blue in the face.

WHERE is the poem I just wrote about the Laughing Daffodils, let us have it, so that I can cool off.

The laughing laughing daffodils,
The daughters of the Spring,
Throw back their hooded covering,
Within the Magic Ring.

I've lived to welcome you again,
To see my garden glow,
With hum of life and song of birds,
Spring-stars from stars of snow.

Wake up, wake up, you little buds,
Close-wrapped on cherry-tree,
A little robin cocks his head,
And looks from you to me.

Wake up, wake up, you buried seeds,
Spear a passage through
The parting earth, for your birth,
Life smiles and welcomes you.

All in good time, my robin-friend,
Blossoms must bloom, be merry,
I promise you, I will not take,
The blossoms, nor one cherry.

Feather your nest, you wise, young bird,
Blink your eyes for sleep,

(Continued on Page 7)

Toronto and District

By BILL PRESS

Representatives of the army of shareholders gathered happily April 27 for the annual general meeting of Famous Players Canadian Corp. at the company's headoffice to receive the 34th annual report and financial statements and to elect directors.

President J. J. Fitzgibbons presided and was assisted by R. W. Bolstad, vice-president and treasurer, and Angus MacCunn, secretary.

For the latest month, the Ontario censors did a rather extensive job in placing features under the heading of Adult Entertainment, the list comprising eight pictures including a re-issue.

The additions are: "Bait," "Bigamist," "Daughter of Destiny," "Drive a Crooked Mile," "Hell's Half Acre," "I Was a Male War Bride," "Net" and "Phantom of the Rue Morgue."

In connection with Famous Players' developments it is interesting to note the appointment of George Cuthbert as general manager of General Theatre Supply Co., the re-organization resulting from the death March 25 of the highly-esteemed Peter D. Brown.

Cuthbert has been with the F-P organization since 1937, during which period he has kept pace with technical progress in new projection and television spheres. He had much to do with the creation of the mobile TV unit which was the fore-runner to the company's entry into video.

For the 10th time the Westdale Theatre, Hamilton, has had a break-in or actual robbery. The latest crime incident has occurred during the regime of Sardo Bros. who purchased the theatre from Lou Rosefield late in 1953.

What CinemaScope means to a theatre was shown in the annual report of Eastern Theatres Limited, the Famous Players' subsidiary which operates the big Imperial which installed the special equipment last October as the first for Toronto.

Net profit for the 52 weeks ending Jan. 2 totalled $103,485, compared with $48,806 for the 53 weeks which ended Jan. 3, 1953.

The latest net was equivalent to $3.23 for each outstanding share of stock, which was more than double the amount of $1.53 per share for the preceding year.

Miss Angelita Maria Miandro, married Mr. Lawrence Simone, son of Mr. and Mrs. Vito Simone, (an affiliate of B. & F. Theatres) at the St. Thomas Aquinas Church, Monday, April 26. A dinner followed at the Town House at 1 P.M. for the guests, with a reception at Brandon Hall, in the evening.

Frank Fisher, General Manager of JARO in Canada, was elected a director of the Toronto Rotary Club. Mr. Fisher's election is for a two year period, and begins on July 1st.

Three theatres owned by Barnes & Davidson, the Aron at Campbellford, Regal at Hagersville and Norgan at Palmerston, are among the four new members of the Motion Picture Theatres Association of Ontario. The fourth is the Garry Theatre, Alexandria, which was recently acquired by J. P. E. Viau from J. L. Murphy.

On his retirement after a career of 47 years as a projectionist, Milton A. Bartleman, who had been in the booth of the Palace at Hamilton since it opened in 1921, was called to the stage of the theatre for a gift presentation in which Odeon Supervisor Steve McManus and Manager Al Ford officiated.

Prairie News

BRUCE PEACOCK

Contract for construction of a new theatre at Shellbrook, Sask., by the Elks lodge has been awarded to Diener and Sons, Tisdale, and work is to start immediately. Theatre will be 60 feet by 125 feet, with a seating capacity of more than 500.

Three-man board of film censors in Alberta viewed 4,163 movies, comprising 10,326,000 feet, during 1953, according to the annual report of the provincial secretary, tabled in the Alberta legislature recently. The figures are for 35 mm. film only.

In addition, the board screened 2,349 films of the 16 mm. variety.

Of the total, the board rejected only one standard-type film, while its rejection of a 16-mm. film was reversed by an appeal board, although some scene cutting was required.

Capitol theatre at Lethbridge, Alta., with Robert Shackleford, manager, premiered "Dangerous Mission" recently. Picture, with Victor Mature, William Bendix, Piper Laurie and Vincent Price, was filmed in Glacier Park, near Lethbridge.

FOR SALE

THEATRE SEATS

700 Modern Full Upholstered

THEATRE SEATS Reasonable

Reply, Box I, Canadian Moving Picture Digest, 21 Dundas Square, Toronto.

THE CANADIAN MOVING PICTURE DIGEST

Entered as Second Class Matter

RAY LEWIS
Editor-in-Chief

Address all mail to the Publisher
CANADIAN MOVING PICTURE DIGEST COMPANY, LIMITED
21 Dundas Square - Toronto
Telephone: EMpire 8-8696
Cable: Raydigest

Established 1915. Publication weekly.
Subscription: $5.00 yearly

— Correspondents —

BRUCE PEACOCK ..... Regina, Sask.
JACK DROY ..... Vancouver, B.C.
WILL McLAUGHLIN ..... Ottawa, Ont.
BILL PRESS ..... Toronto, Ont.
HELEN CROWLEY ..... Saint John, N.B.

Maritime News

HELEN CROWLEY

The Odeon theatre in Moncton, N.B. opened its first CinemaScope engagement Thursday, April 15th with "King Of The Khyber Rifles"—the engagement is proving very successful. The 'Strand' Saint John, N.B. (Odeon Circuit) and the 'Casino' theatre, Halifax, N.S. (Odeon Circuit) both get under way with CinemaScope sometime during May.

Mr. H. M. Masters, General Manager for Warner Bros. was a recent visitor to Saint John.

The 'Capitol' theatre, Hartland, N.B. (B & L Circuit) reopened on Easter Saturday, April 18th after having been closed for two months. The Town of Hartland is very happy over the fact that its theatre is once again functioning.

The B & L theatres in Grand Falls, Edmunston, Antigonish and Madawaska were closed on Good Friday as has been the custom in these towns for a number of years.

"The Kidnappers" which first played the 'Casino' theatre, Halifax, N.S. to outstanding business is now playing the 'Strand' theatre Sydney, N.S. (B & L Circuit) where it is also enjoying a very successful run—accounted for in both instances, no doubt, by the fact that the picture has a Cape Breton locale.

Mr. and Mrs. J. M. Franklin are expected to return home from Florida about the first of May.

SPECIAL BULLETIN

Win Barron, Paramount's Canadian Director of Advertising and Publicity, wired the Digest from New York on his impressions of the VistaVision demonstration as follows:

"VistaVision demonstration Radio City Music Hall New York tremendous success. In face of pouring rain over four thousand turned out to witness Eastern unveiling Paramount's New System Projection at 8.30 A.M. Comments were all startingly magnificent. Paramount certainly has all it claims. Its presentation to public cannot help but have gigantic impact. You'll be seeing it soon to judge for yourself."

'Industry Faces New Era of Opportunity' — States Ben Kalmenson of Warner's

Both motion picture distributors and exhibitors face a new era of opportunity, unparalleled in the history of the industry, *Ben Kalmenson, Warner Bros.* Vice-President in charge of distribution, told the company's district managers at a recent two-day meeting at the *Warner Bros.* home office in New York.

"Our business," *Mr. Kalmenson* told the district managers, "has undergone a tremendous period of technical transition over the past few years. We now face an equally important period of stabilization and progress in motion picture making and distribution. But now, when the future looks very bright, we can least afford to sit back. This is a dynamic business that can leave you behind the minute you sit still. And *Warner's* is not sitting still.

"I always believe that every year will be a greater year than the last one, because I confidently expect greater achievement and better results all the time. This year, I can tell you without the slightest reservation that never has our studio lined up a more dramatic and entertaining group of productions than those pictures which we will be distributing over the next several months, as well as the productions planned for the future. If there is any bigger and better lineup of top quality product anywhere, I want to see it," *Mr. Kalmenson* said.

"And if I sound optmistic and enthusiastic, it's because I'm convinced that what we have to market from here on in has never been duplicated anywhere.

"Jack Warner's production schedule is the most ambitious our studio has ever undertaken," *Mr. Kalmenson* said. "It is also the greatest and the most costly. As we look over the product which we will be marketing, you must agree with me that no expense has been spared in securing and producing properties that will bring a new kind of entertainment for motion picture audiences. Our tremendous production-distribution schedule, just announced by *Mr. Warner,* includes two of the most famous and successful Broadway plays of the past decade, novels which have been on the best-seller list week after week, world-famous stories, on-location productions of epic proportions, unusual science-fiction entertainment and original properties of the highest calibre.

"Our schedule includes *Alfred Hitchcock's* 'Dial M for Murder,' in *3-D* and *WarnerColor,* starring *Ray Milland.*

" 'Mr. Roberts,' for which *Henry Fonda* and *James Cagney* have just been signed. Four-time Acadamy Award winner *John Ford* will direct the *Leland Hayward* production in *CinemaScope* and *WarnerColor.*

"Warner productions from top novels include:

" 'Battle Cry,' in *CinemaScope* and *WarnerColor* and with a cast headed by *Van Heflin,* with *Raoul Walsh* directing.

" 'East of Eden,' *John Steinbeck's* best-selling novel with *Elia Kazan* producing and directing in *CinemaScope* and *WarnerColor.*

"Edna Ferber's 'Giant,' to be produced and directed by *George Stevens,* in association with *Henry Ginsberg.*

" 'The High and the Mighty,' *Ernest K. Gann's* Book-of-the-Month Club air adventure novel. The all-star cast of this *Wayne-Fellows* production includes *John Wayne, Claire Trevor, Laraine Day* with *William A. Wellman* directing in *CinemaScope* and *WarnerColor.*

"Agnes Sligh Turnbull's 'Gown of Glory,' to star *Jane Wyman* in *CinemaScope* and *WarnerColor.*

" 'The Silver Chalice,' with *Viriginia Mayo* and *Jack Palance* and with *Victor Saville* producing and directing in *CinemaScope* and *WarnerColor.*

" 'The Sea Chase.' *John Wayne* will star in the *CinemaScope* and *WarnerColor* picture to be directed by *John Farrow.*

"Other top properties include:

" 'Helen of Troy,' with an international cast of stars. *Robert Wise* is currently filming the spectacle in *CinemaScope* and *WarnerColor.*

" 'King Richard and the Crusaders,' starring *Rex Harrison, Virginia Mayo,* and *George Sanders,* and directed in *CinemaScope* and *WarnerColor* by *David Butler.*

" 'The Spirit of St. Louis,' the story of *Col. Charles A. Lindbergh's* famed New York-to-Paris solo flight, in *CinemaScope* and *WarnerColor.*

" 'Land of the Pharaohs,' currently filming in Egypt, in *CinemaScope* and *WarnerColor.*

" 'Moby Dick,' which *John Huston* is producing and directing in *CinemaScope* and *WarnerColor,* starring *Gregory Peck.*

" 'Them,' a science-fiction drama.

" 'Ring of Fear,' in *CinemaScope* and *WarnerColor.*

" 'Dragnet,' the feature-length production utilizing *Jack Webb's* highly popular documentary crime technique with Webb starring as Sgt. Joe Friday and directing the *WarnerColor* picture.

" 'Drum Beat,' starring *Alan Ladd* in *CinemaScope* and *WarnerColor.*

" 'Daniel Boone,' starring *Gary Cooper,* in *CinemaScope* and *WarnerColor.*

" 'Strange Lady in Town,' starring *Greer Garson* under the direction of *Mervyn LeRoy,* in *CinemaScope* and *WarnerColor.*

"Last, but not least, I want to talk about a picture you have been hearing about and reading about everywhere: our truly magnificent musical production of 'A Star Is Born' in *CinemaScope* and *Technicolor.* Starring roles are played by *Judy Garland, James Mason, Jack Carson* and *Charles Bickford. George Cukor* directed from a script by *Moss Hart.* The picture's musical score was written by *Harold Arlen* and *Ira Gershwin.*

BEN KALMENSON

JACK WARNER

"We are meeting the need of providing suitable material to meet the requirements of challenging new screen techniques. And while on the subject," *Mr. Kalmenson* said, "I want to emphasize that we are not married to any particular technique. The main objective of our studio is to buy and produce stories that will make great entertainment. The main objective of our distribution force is to market that entertainment in the most successful manner possible.

"Our job is to make available to our customers the quality-plus product that we know will attract at the boxoffice—big pictures, important pictures, from important and proven books, plays and original stories.

"No one can doubt from the story titles I have mentioned that I am not amiss in using that much-abused word 'great.' I know that our company is fully geared to handle this product in a manner calculated to bring the best marketing and merchandising results possible. But the exhibitor must also carry his responsibility to see to it that each and every picture is fully exploited where it counts most—the attraction of patrons at his box-office."

HIS LUST FOR MONEY AND FOR HER, STOPPED AT NOTHING... PETTY LARCENY, BLACKMAIL

Even MURDER!

WIDE BOY

Starring

SUSAN SHAW

SYDNEY TAFLER

RONALD HOWARD

AN

ALLIANCE

FILMS RELEASE

Ray Presents

(*Continued from Page 3*)

I gave that tree to your family,
It's yours and theirs to keep.

Let the Mighty talk of Bombs,
And joust with Mounted Fear,
I'll wait for laughing daffodils,
With Faith and Hope each year.

I WAS still angry when I looked into my garden and saw the freshness and the tenderness of life, then I read, that The Glenn Miller Story was held over for a ninth week in Toronto, and that made me think more quietly.

I read about the holdovers wherever this picture is playing, and I thought to myself, the people of the world cannot be so bad when they appreciate such a tender love-story.

I looked out into the garden, and saw again the golden faces of the daffodils, the daffodils which seemed to express, that the world was quite a good place in which to live.

Then the idea came to me, to read about Jonah, who was angry because the city of Nineveh and its people were not destroyed, because of their wickedness.

LET us see what is written about Jonah. Perhaps you will find in the story of Jonah, and of Nineveh the answer to some of your unsatisfied questions, as I did.

Briefly, Nineveh was warned that it would be destroyed, but the people repented of their wickedness, and God forgave them. But Jonah mourned that his prophecy of destruction had not been fulfilled, and it is written that he went out of the city, and sat on the East side waiting to see what would become of the City.

It is further written, that God Prepared a gourd, and as Jonah sat in the sun, the gourd gave him shade, but God Prepared a worm, and a blight came upon the tree, so that it withered and died.

Between the wind and the sun, Jonah, who still sat there, angry at The Compassion of The Lord, fainted away, and wished that he might die.

THE moral of the story is, that The Lord Pointed Out to Jonah, that he, Jonah, felt sorry for the gourd which came up in the night and perished in the night, the gourd for which Jonah had not laboured, nor helped it to grow, "and should not I spare Nineveh, that great city, wherein are more than six-score thousand persons that cannot discern between their right hand and their left hand; and also much cattle?" Chapter 4, verse 11.

I was reading the Hollywood Reporter, and my eye caught a heading, "Oedipus Rex Zanuck." Which startled me. You, also, would be startled, if you remembered the story of Oedipus Rex, who eventually married his own mother.

However, on reading the article, it relates, that "on the production staff of Darryl F. Zanuck's, The Egyptian, 20th Fox appears to have solved the second riddle of the Sphynx; how to make foreign relations pay. Aly Khan has been appointed a technical advisor on the film—but he is forbidden by the laws of his country from accepting pay for his services.

"LIVE and Learn," it is said. I only knew of one riddle of the Egyptian Sphynx, which was half a woman, and half of a lion.

The riddle was proposed to the Thebans by The Sphynx, who destroyed all those who could not guess it.

Oedipus solved the riddle, and the Sphynx put herself to death. What goes on four feet, on two feet and three, but the more feet it goes on, the weaker it be?"

The answer is Man, who crawls on all fours, as a baby, and uses a cane as he grows old.

JACK WARNER, vice-president, Warner Bros. in charge of production, has invited all the exhibitors of the United States to see the Warners' Screen Report, produced in CinemaScope, and which will be presented in selected theatres, in every Exchange City in the U.S.

Mr. Jack Warner heralds the presentation as follows, "We are showing you a glimpse of our future because it is your future too."

They tell me, that the Seville Theatre, Montreal, will no longer play vaudeville acts, and that the Seville is now being operated by United Amusements as a straight motion picture house.

Mr. Sam Fingold and Mr. Ralph Dale took the theatre over from Mr. Ben Garson about two years ago, and Archie Laurie left Toronto for Montreal, as manager.

The Casino, Toronto, operated by The Allens, appears to be the only successful vaudeville operation in Canada.

MANY years ago, I was returning to Canada from England on the Empress of Australia.

The late J. P. Bickell was on board, and he introduced me to a fabulous man called Mr. Bernard Smith. He was known as "sell 'em Ben," or "sell 'em Smith," I forget which.

I remember, that I ate many of the peaches which Lord Beaverbrook had sent on Board for Mr. Bickell and Mr. Smith, and I remember Mr. Ben Smith liked to hear me laugh, after I had a glass of champagne, so with J. P. an old-time friend present, I obliged Mr. Ben Smith, by drinking his champagne, and having a good laugh.

YOU, who have met "sell 'em Smith," know that he is a most interesting individual, and smarter than Wall St.

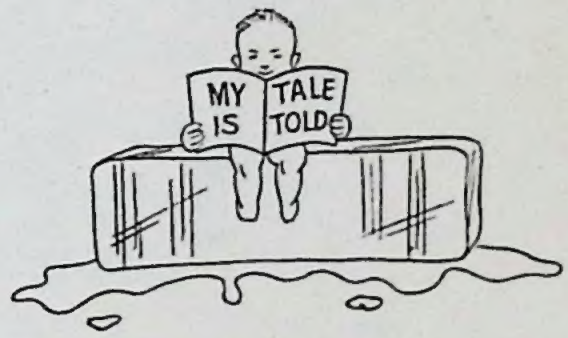
I recall him so vividly, as I read that he holds 100,000 shares of Republic Pictures, and that his son Bernard has been elected to the Board. Recalling him, it is most natural for me to ask, "what's cookin'?"

TALKING of Republic Pictures, I note, that Mr. Richard Altschuler, president of Republic International, has been appointed the head of World-wide Sales.

I do not know what "sell 'em Smith" knows about motion pictures, but I know he can toss million dollar deals about as easily as I can toss confetti.

I, also, know, that Mr. Herbert J. Yates long ago learned how to sleep soundly with one eye open, as for my old friend Mr. Richard Altschuler, where "wise birds" hold communion, he can always be depended on to hold his own.

P.S. I have forgotten that I was angry at the world.

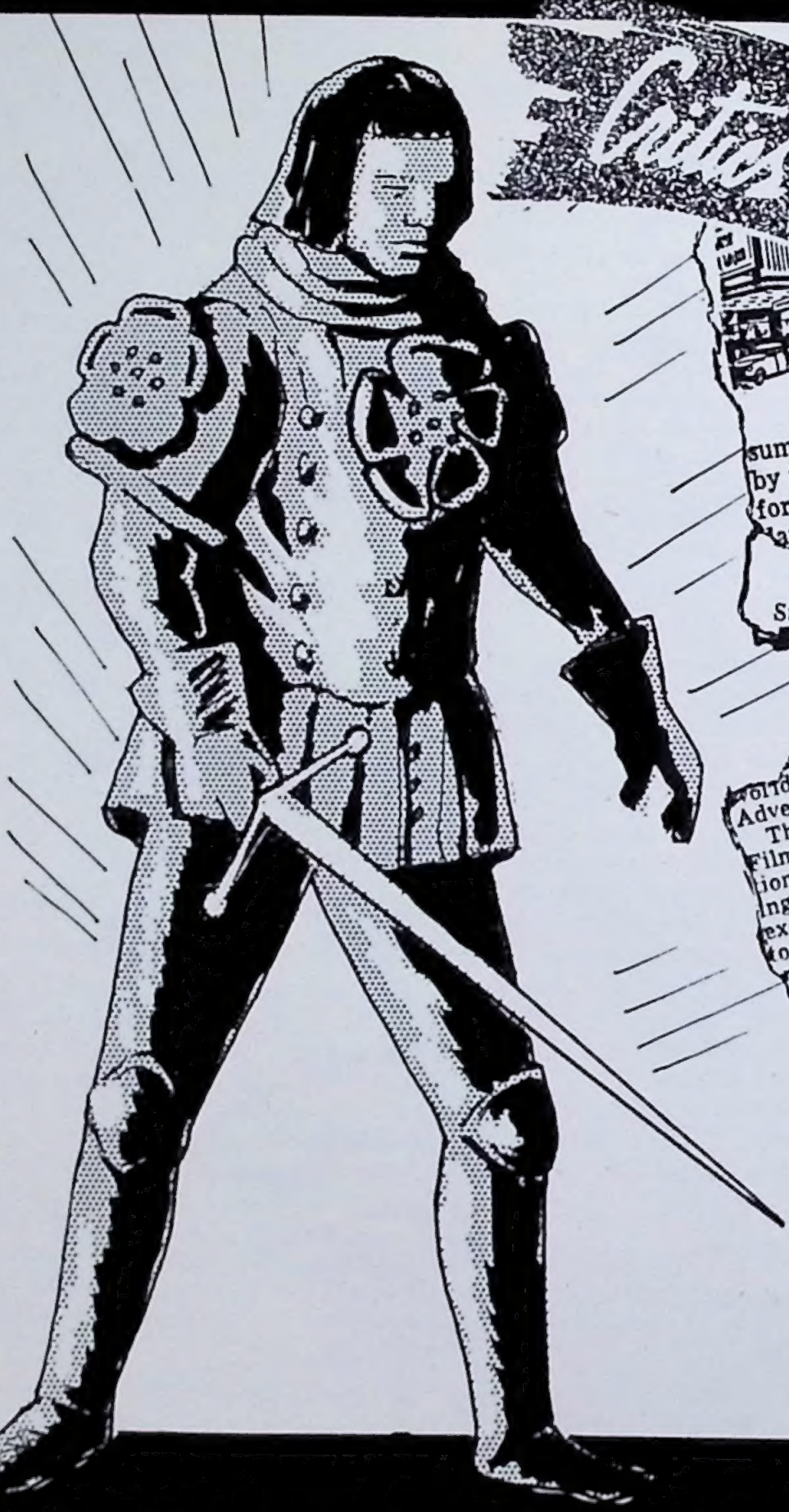


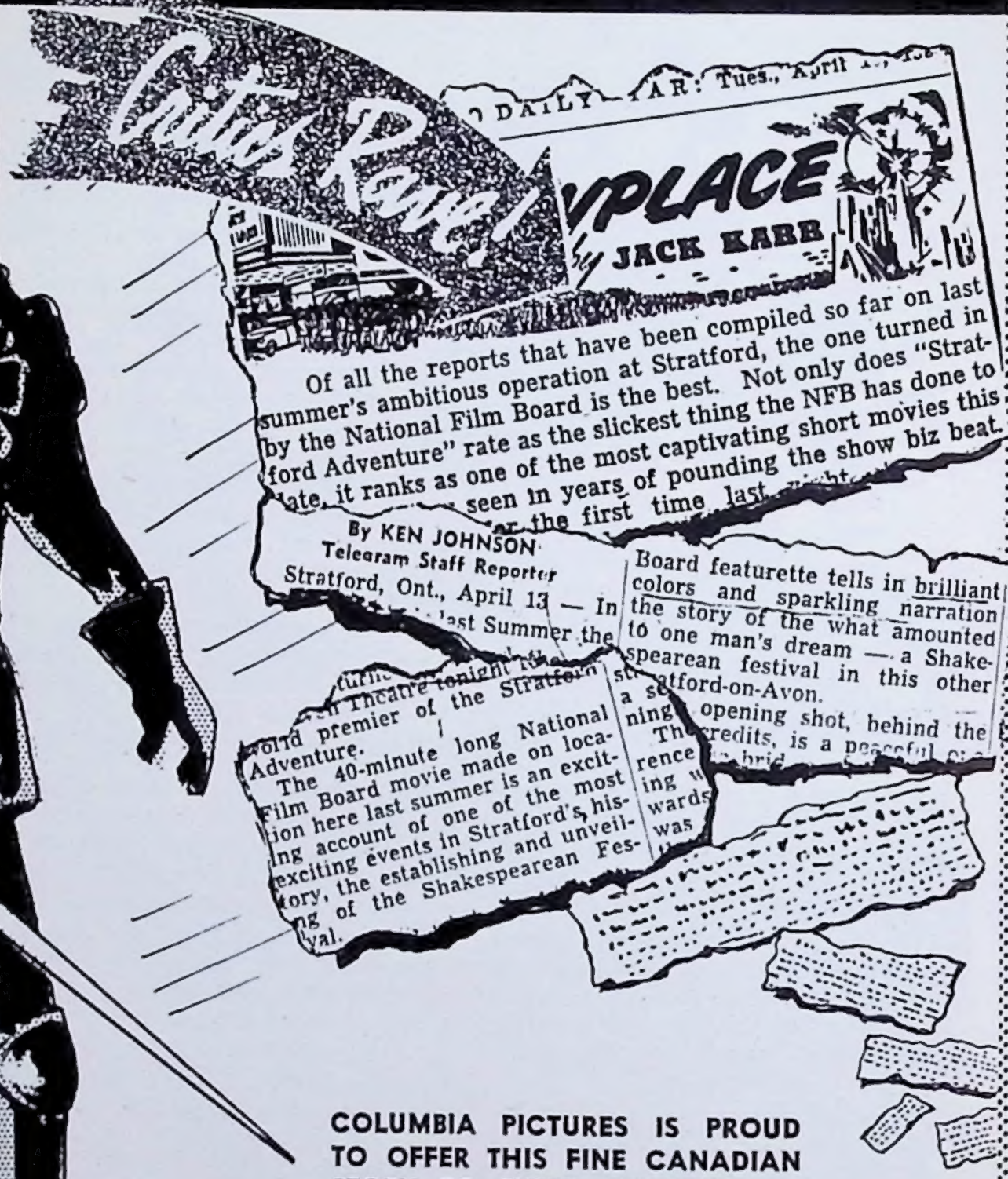
KIDNAPPERS PREMIERED IN 40 BELOW ZERO

The theatrical North American premiere of the *J. Arthur Rank* film "The Kidnappers" took place at the Hyland Theatre, April 8th, under the auspices of the *Toronto Mendelssohn Choir*, but the first public yet non-commercial performance of this film to be held in the Western Hemisphere was on March 29th in a quonset hut at Resolute Bay, 1,110 miles south of the North Pole and 2,300 miles north of Toronto, where the temperature at the time was 40 degrees below zero, in a 50-mile-per-hour wind.

Seventy of the one hundred Canadians manning the meteorological station there attended, together with The Honourable *Brooke Claxton*, Minister of National Defence; The United States Ambassador *Douglas Stewart;* General *A. G. McNaughton*, Canadian Chairman of the Permanent Joint Board on Defence; *Dr. John A. Hannah*, United States Chairman of the Permanent Joint Board on Defence; and *Leonard W. Brockington, Q.C.*, President of *The J. Arthur Rank Organization.*

THE STRATFORD ADVENTURE




Entertainment
PLACE
JACK KARR
Of all the reports that have been compiled so far on last summer's ambitious operation at Stratford, the one turned in by the National Film Board is the best. Not only does "Stratford Adventure" rate as the slickest thing the NFB has done to date, it ranks as one of the most captivating short movies this
seen in years of pounding the show biz beat.
the first time last
By KEN JOHNSON
Telegram Staff Reporter
Stratford, Ont., April 13 — In
last Summer the
world premier of the Stratford
Adventure.
The 40-minute long National Film Board movie made on location here last summer is an exciting account of one of the most exciting events in Stratford's history, the establishing and unveiling of the Shakespearean Festival.
Board featurette tells in brilliant colors and sparkling narration the story of the what amounted to one man's dream — a Shakespearean festival in this other
opening shot, behind the credits, is a peaceful

COLUMBIA PICTURES IS PROUD TO OFFER THIS FINE CANADIAN STORY TO EVERY EXHIBITOR — A WORTHY SUCCESSOR TO NFB'S COLORFUL "THE ROYAL JOURNEY"

NOW PLAYING CANADA-WIDE

New President For Associated Screen

Shareholders representing the new management of *Associated Screen News Limited* met today and elected *Maxwell Cummings* of Montreal as President, *George Beeston* of Toronto as Vice-President, plus the following directors: *Paul Nathanson* of Toronto, *Lazarus Phillips* Q.C., Montreal, *Duncan MacTavish*, Q.C., Ottawa, and *Hugh O'Donnell* Q.C., Montreal.

Associated Screen News Limited is Canada's largest and oldest motion picture studio and laboratory. Control of the company was acquired by *Paul Nathanson* and *Maxwell Cummings* a few months ago.

The new President is a prominent Montreal business man who first became identified with business properties more than 25 years ago when he headed a group which constructed the Medical-Dental Building. Since then, he and his associates have undertaken a number of important business property developments, and have constructed more housing units for private enterprise than any other single group in Canada.

Mr. Cummings is President of the *University Tower Corporation*, the *Northern Film Exchange Ltd.*, the *Sherbrooke Apartments Limited*, *Suburban Enterprises Inc.*, administrators of the large *Norgate* residential and shopping centre, the *Boulevard Shopping Centre* of Montreal, and other developments across Canada. He enters into active association for the first time, with the motion picture and television industries. He feels that an important contribution can be made in the television entertainment field for, by, and with Canadians.

MAXWELL CUMMINGS

Announcement of first steps in the unfolding of a new program for *Associated Screen News Limited* can be expected in the near future. The new management group is determined to continue the position of leadership which has been enjoyed by Associated Screen News during its thirty-three years as a Canadian company in the motion picture industry, and intends to promote the development of motion pictures for television entertainment.

The week of March 8-14, was Education Week in Sault Ste. Marie. To complete the week with CAREER DAY on March 14th, *Olga Sharabura* donated the Orpheum theatre on behalf of *Famous Players* for a Sunday evening gathering to the *Catholic Youth Organization* which consists of the *Regis Club* and all the *Sodalities* in Sault Ste. Marie.

$ $ $

As a special treat for patients of the Home for Incurable Children, Manager *Barney Simmons* arranged for 25 wheelchair cases to attend a matinee performance of "The Living Desert," (RKO) an Academy Award feature, at the Towne Cinema, Toronto. Cooperation was provided by the *Oddfellows*.

$ $ $

"Martin Luther," (IFD) played 15 days at advanced prices in the Rex Theatre, Regina, and chalked up a Canadian record gross for the size of the house and the population of the city, according to owner *J. D. (Jack) Watson*. House seats 660. A hefty advance campaign was carried on through churches in Regina, clergymen were guests at a preview and 35,000 coupons entitling the bearers to reduced admission prices were mailed out to provincial points. Some patrons came from as far away as 170 miles.

$ $ $

When "The Glenn Miller Story" opened at the Palace Theatre, St. Catharines, the large store operated by *Cavers Bros.* there made a splash announcement featuring the new *Decca* album of the music from the film and otherwise tied in with the engagement with appropriate displays.

$ $ $

When *Bob Nelson*, manager, Broadway theatre, Timmins, popped down to give a candy sucker to the local disc jockey, he found a friend. So impressed was the deejay with *Bob's* promotion that he was plugging the picture all the way through the show.

Bob arranged with one of the candy companies to supply him with a quantity of suckers. Then *Bob* had a card printed tieing in with "Francis Covers the Big Town."

$ $ $

Jacques Martin and his Mercier, Montreal coming through with a sensational Baby Contest over a 13 week period. Included is over $2,000 in prizes and a Free front page coverage in local paper.

CANADIAN FILM AWARDS

Non-Theatrical—Sponsored by a Government Agency

World At Your Feet
National Film Board.
First Award for a compelling presentation on the subject of soil conservation.

☆

Everybody's Handicapped
Graphic Associates, Toronto.
Honorable Mention for highly effective achievement of purpose in the field of rehabilitation placement.

Non-Theatrical—Sponsored by a Non-Government Agency

Episode In Valleydale
Crawley Films Ltd.
First Award for a well conceived and realistically acted story depicting the importance of wheat pool co-operatives to the farmer and his community.

☆

The Ring-Necked Pheasant
Wildlife Productions, Toronto.
Honorable Mention for a unique presenation in the field of wildlife conservation.

☆

Polysar **Crawley Films Ltd.**
Honorable Mention for excellence of production in picturing a large scale and complex industrial operation.

Non-Theatrical—Open

The Seasons
Christopher Chapman, Toronto.
First Award for its outstanding artistic achievement.

Canadian Film of the Year

By unanimous agreement the adjudicators have declared THE SEASONS 'Film of the Year.'

☆

Embryonic Development of the Chick
National Film Board.
Honorable Mention for effective realization of purpose.

Theatrical—Short

Farewell Oak Street
National Film Board.
First Award for excellence of production.

☆

L'Abatis **National Film Board.**
Honorable Mention for masterly handling of difficult sequences.

☆

Danish Seining
Atlantic Films & Electronics Ltd.
Honorable Mention for its effective explanation of a new method of fishing.

Amateur Class

Eight-Fifteen **Toronto Film Society.**
Honorable Mention for a unique approach to an ordinary problem showing a great deal of imagination in a truly cinematic way.

☆

Treasures Of The Ukraine
E. F. Attridge, Toronto.
Special Mention for an excellent approach to a difficult subject, which might have been extremely dull with different treatment.

THRILLS and ACTION!!

"... drama... suspense ... good acting and very human characterizations ..."
—Showmen's Trade Review

"...arrestingly well done..."
—Boxoffice

"...Miss Knox is a...siren..."
—Variety

AN ALLIANCE FILMS RELEASE

CAPITAL STORY

By BILL McLAUGHLIN

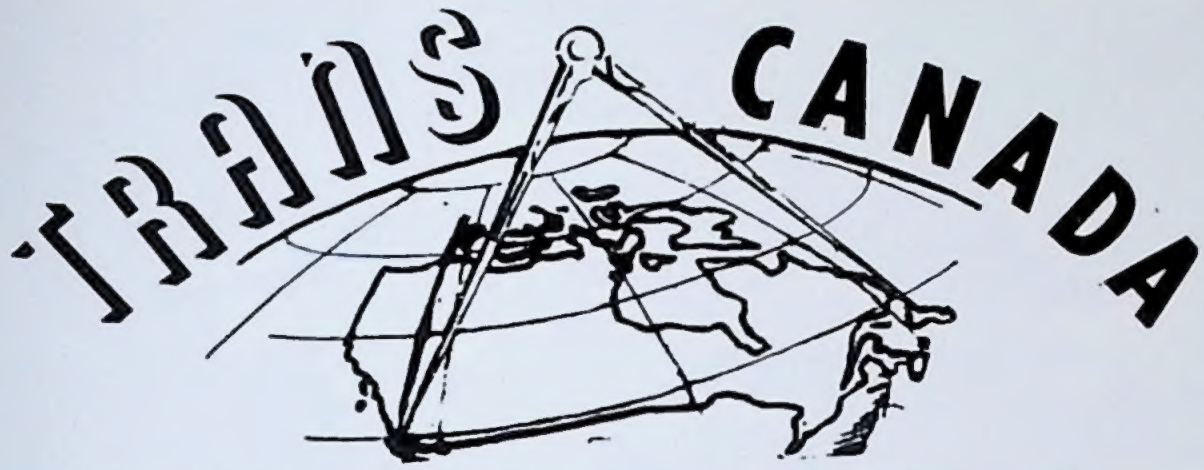
This town, with its thousands of civil servants, many of whom are living away from their homes in various parts of the country and are glad to get out and make a night of it, is made to order for midnight shows. Catering to the night owl element previous to Easter Monday were the Capitol, Centre, Rideau, Imperial and Somerset theatres, and all drew large audiences. The Capitol's special show gave movie fans a preview of The Long, Long Trailer.

All four Drive-In spots are now open for the season and did big business over the holiday week-end. The Star-Top and the Britannia Drive-In got aboard the band wagon with Sunday midnight performances.

The Francais and Elmdale also staged midnight shows and report attendances very good. The former house operated by Bob Maynard had its first stage show of the current season. Featured attraction on the Francais' cafe-style stage was Tizoune, who was billed as the King of Comedy. He gave one performance nightly, with an extra appearance at the Saturday matinee.

Manager Ernie Warren is presently giving MGM's Julius Caesar a big advertising campaign, using extra newspaper space, radio spot announcements, window displays and his own large mailing list. The Shakespearean classic opened to big business at upped prices at the Little Elgin Theatre.

The kids were well taken care of during the final week of their Easter recess from school. The Capitol, Odeon, Regent, Francais and Glebe theatres gave thousands of youngsters their fill of special cartoon shows.



Use This Information As Your Guide on Release Dates

TORONTO

IMPERIAL
Second week. Night People (20th-Fox) CinemaScope and Technicolor with Gregory Peck.

SHEA'S
Second week Casanova's Big Night (Para.) Technicolor with Bob Hope.

UNIVERSITY & EGLINTON
Second week. It Should Happen To You (Col.) with Judy Holliday.

NORTOWN
Second week. The Long, Long Trailer (MGM) Color with Lucille Ball.

ODEON-CARLTON
Third week. King Of The Khyber Rifles (20th-Fox) CinemaScope and Technicolor with Tyrone Power.

UPTOWN
Ninth week. The Glenn Miller Story (E-U) Technicolor with James Stewart.

LOEW'S
Act of Love (UA) with Kirk Douglas.

TOWNE CINEMA
Fifth week. The Living Desert (RKO) Technicolor.

HYLAND & CHRISTIE
Second week. The Kidnappers (JARO) with Vincent Winter.

DOWNTOWN
The Great Diamond Robbery (MGM) and China Venture (Col.).

MONTREAL

PALACE
Second week. King Of The Khyber Rifles (20th-Fox) CinemaScope and Technicolor with Tyrone Power.

LOEW'S
Rhapsody (MGM) Technicolor with Elizabeth Taylor.

PRINCESS
The Naked Jungle (Para.) Technicolor with Charlton Heston.

CAPITOL
Second week. Money From Home (Para.) Technicolor with Dean Martin and Jerry Lewis.

IMPERIAL
Public Enemy (WB) and Little Caesar (WB).

ORPHEUM
Quo Vadis (MGM) Technicolor with Robert Taylor.

KENT
Third week. Kidnappers (JARO) with Vincent Winter.

AVENUE
The Love Lottery (JARO) Technicolor with David Niven.

AVON-NORMANDIE-EMPRESS-CORONA
Sins of Pompeii (Cardinal) with Micheline Prelle.

ALOUETTE
Third week. Le Retour de Don Camillo.

CALGARY

CAPITOL
Second week. The Long, Long Trailer, (MGM) Color with Lucille Ball.

PALACE
Casanova's Big Night (Para.) Technicolor with Bob Hope.

GRAND
Second week. Prince Valiant (20th-Fox) CinemaScope and Technicolor with James Mason.

UPTOWN
Second week. Ma and Pa Kettle At Home (E-U) with Marjorie Main.

PLAZA
Paris Playboys (AA) and Pride of The Blue Grass (AA) Color.

VANCOUVER

CAPITOL
Second week. Night People (20th-Fox) CinemaScope and Technicolor with Gregory Peck.

ORPHEUM
Second week. The Long, Long Trailer (MGM) Color with Lucille Ball.

STRAND
Second week. The Eddie Cantor Story (WB) Technicolor with Keefe Brasselle.

STUDIO
Hobson's Choice (IFD) with Charles Laughton.

VOGUE
King Of The Khyber Rifles (20th-Fox) CinemaScope and Technicolor with Tyrone Power.

PLAZA
Second week. Yankee Pasha (E-U) Technicolor with Jeff Chandler.

SAINT JOHN

PARAMOUNT
Hans Christian Andersen (RKO) Technicolor with Danny Kaye.

CAPITOL
Held Over. Casanova's Big Night (Para.) Technicolor with Bob Hope.

STRAND
The Boy From Oklahoma (WB) WarnerColor with Will Rogers, Jr.

KENT
Captain John Smith and Pocahontas (UA) Color with Anthony Dexter.

FITZGIBBONS JOINS HONORARY CTTEE. FOR UA DINNER

John J. Fitzgibbons, C.B.E., President of *Famous Players Canadian Corporation* and a 50-year veteran of the motion picture industry, is among the many film business personalities joining the Honorary Committee for the *United Artists 35th Anniversary* testimonial dinner, to be held in Philadelphia on May 5 under the sponsorship of the *Variety Club*, Tent 13, it was announced by *Jay Emanuel*, chairman of the dinner committee.

THE PERSONAL TOUCH TOUCHES THE HEART

The *London Free Press* carried an advertisement on *Paramount's* Little Boy Lost, which played the Capitol Theatre, London.

Bill Trudell, District Supervisor for *Famous Players Canadian*, was so impresed with the human touch in this picture, that he framed up the following personal display advertisement with most successful results.

"As director of advertising for the Capitol Theatre, I commenced to make up copy for our next attraction *"Little Boy Lost,"* but being so worked up over this heart-warming picture I just had to put myself right in the ad to tell you about it.

"In all great movies there are vital little things so big in human understanding that they have the power to move you deeply.

"You know that pictures like "Come Back, Little Sheba," "Shane," "Stalag 17" and "Roman Holiday" are richly endowed with these qualities. And so, too, does *"Little Boy Lost"* possess the same common denominator, humanness. It presents *Bing Crosby* in his most unusual, most dramatic role with a unique cast drawn from the best of the French cinema.

"Even more than its successful predecessors, *"Little Boy Lost"* is bound to be a motion picture you will never forget.

"Please see this great film, opening at the *Capitol, Thursday*. It is recommended most highly.

Sincerely,

Bill Trudell."

FOR THIS . . .

EASTER SRO

BOOK THIS!

"S R HAPSODY" O

(TECHNICOLOR)

From M-G-M comes the perfect holiday attraction, a great de luxe entertainment. The screen hasn't witnessed a love drama of such power in years. With its magnificent music and authentic continental backgrounds, "RHAPSODY" has star and production values to make it The Headline Easter Show!

(Another Big Hit in M-G-M's Parade of 30th Anniversary Attractions. Join the Thousands of Showmen in the Industry's Joyful Jubilee!)

"I must possess the man I love... heart, body and soul!"

—— ★ ——

M-G-M's MAGNIFICENT DRAMA OF MUSIC AND ROMANCE!

"RHAPSODY"

In Color by **TECHNICOLOR**

Starring

ELIZABETH TAYLOR

VITTORIO GASSMAN · JOHN ERICSON · LOUIS CALHERN

Screen Play by **FAY AND MICHAEL KANIN**

Adaptation by **RUTH AND AUGUSTUS GOETZ**

Based on the Novel "Maurice Guest" by Henry Handel Richardson • Music Conducted by Johnny Green

Piano Solos Played by Claudio Arrau • Violin Solos Played by Michael Rabin

Directed by **CHARLES VIDOR** • Produced by **LAWRENCE WEINGARTEN**

EXTRA GREAT NEWS!

Terrific business nationwide "The Long, Long Trailer" (Lucille Ball, Desi Arnaz No.1 at box-office as well as on TV). Hold-overs, naturally!